

National Cannery Association

WASHINGTON, D. C.

Information
Letter



For N. C. A.
Members

February 10, 1923.

384

A NEW SERVICE FOR MEMBERS.

Realizing with the growth of the National Cannery Association that there is more and more need for members to keep in closer touch with work done by the Association, a new information service for them is herewith inaugurated. It will consist of bulletins such as these which will be issued from time to time and bear the latest word from National Headquarters.

It will be the aim to send these bulletins to members as frequently as current accomplishments or happenings of mutual interest warrant, and to make them brief, understandable, and to the point. They will in no way displace the regular printed bulletins of the Association nor in any wise conflict with them, but are intended to afford a more frequent and informal means of communication between the organization and its members.

Criticism and suggestions from members will always be welcomed, and every effort will be made to make these information bulletins a worthwhile feature of the important work the Association is doing.

Making Canned Foods Week Hum.

With Canned Foods Week, March 3-10, almost at hand, headquarters has been humming with advance preparations. Hundreds of thousands of window streamers are now being sent to every part of the country and headquarters is busy keeping abreast with the orders pouring in from all directions.

Under separate cover there will be forwarded to you a complete exhibit of the publicity matter sent out to date. When it is understood that this press matter is intended to reach every important trade and newspaper in the country, something of the magnitude of the effort will be realized. Members can cooperate by offering this literature to local papers, on the chance that these publications have not already been approached by Canned Foods Week chairmen. Clippings of anything printed, whether of an advertising or editorial nature, will be welcomed by Royal F. Clark, Chairman of the National Canned Foods Week Committee, at Washington.

Chairman Clark takes this means of making another appeal to canners for additional contributions. While it is true that contributors now approach the four hundred mark, and the total amount contributed has passed the \$10,000. mark, nevertheless, Mr. Clark feels the industry should make a far better showing.

"Bank on Canned Foods Week" is New Slogan.

The miniature Canned Foods Week Banks have proved so popular that the number under distribution has now been increased from 100,000 to 250,000. These banks are in the form of a No. 2 can, beautifully lithographed, and are being sent free to dealers in sets of six, as a centerpiece for Canned Foods Week window displays. The dealer is asked to make an attractive display of six varieties of canned foods in the form of a pyramid and to use the lithographed banks at the top of each pyramid.

They are a splendid advertisement for Canned Foods Week and a valuable souvenir and reminder of canned foods the rest of the year.

"Bank on Canned Foods Week."

Effect of Hard Water in Vegetable Canning.

During the past summer the Research Laboratory of the National Cannery Association has made a systematic study of the effect of hard water in the canning of vegetables. The effect as related to the canning of peas was discussed by A.E. Stevenson, of the N.C.A. Research Laboratory at Washington, before the Pea Section at the Annual Convention at Atlantic City.

The conclusions given by Mr. Stevenson, and which will be of interest to every vegetable canner, were as follows:

"The use of hard water in blanching and brining has a toughening effect on the peas. In blanching, as generally carried out, the effect on the bulk of the peas is not marked and varies because of differing conditions. The use of hard water in blanching tends to produce a non-uniform product. The effect in general depends on the hardness of the water; the time to blanch, and the relative amount of peas and water passing through the blancher.

"In brining, the toughening effect on the peas is roughly proportioned to the hardness of the water and a hardness of 150 was found to produce a distinctly perceptible hardness in No. 3 Alaska peas. The effect on the more mature peas was more marked than on the younger peas.

"The use of softened water in blanching and brining will improve the quality of canned peas. Many grades of salt contain sufficient calcium and magnesium compounds to have a distinctly hardening effect on peas and care in the purchasing of salt to be used as brine for peas is advisable. The use of salt containing calcium compounds calculated as calcium carbonate of not more than 0.25 per cent. would be advantageous."

In the near future a bulletin will be published by the Association which will cover the entire work done by the Research Laboratory on this subject.

Raw Products Expert to Assist Western Cannerymen.

C.G. Woodbury, Director of the Bureau of Raw Products Research of the National Cannery Association, has just left Washington on an extended trip to the Pacific Coast, to study fruit growing conditions there. He is also planning a trip to the Hawaiian Islands to investigate raw products problems which the pineapple canneries are encountering. Inasmuch as the Association has a large membership on the Pacific Coast, and in the Hawaiian Islands, it is hoped that the

services and advice of Mr. Woodbury will be helpful in eradicating plant diseases in those sections of the country.

Immediately upon his return to Washington, Mr. Woodbury expects to make an intensive study of vegetable plant diseases in the eastern part of the United States. In fact, the big task the Raw Products Research Bureau now has on hand is to study every means of insuring to the canner the best possible raw product. This also means a satisfied grower.

Association Establishes Emergency Fund.

It is announced that the Secretary of the National Cannery Association as directed by the Atlantic City Convention resolution, has now invested \$25,000. in readily saleable government securities for the Association. It was set forth that crises may arise calling for immediate action for which unusual financial outlay may be necessary.

Therefore the \$25,000. invested as above set forth, will resolve itself into an Association reserve fund which may be drawn upon only in case of an emergency and upon the order of the Finance Committee.

Sections to be More Active.

An important action at the Atlantic City Convention was the creation of the office of appointive vice president in the National Cannery Association. It was in the form of a resolution passed by the Board of Directors which further provided that election to the chairmanship of any recognized section of the Association should constitute a nomination for a pointment to the office of vice president. Also that upon notice from the secretary of any recognized section of the Association of the election of a chairman of the section, the President might appoint such chairman a vice president, provided such chairman was a duly qualified member of the Association.

The resolution, which marks a progressive step, resulted from the sentiment expressed that there be more frequent meetings of the sections. Also, the idea that sections be active throughout the entire year as well as at convention time.

Accordingly, plans are being worked out along this line and in the near future a communication will be issued addressed to each of the sections officially announcing the change of status of section chairmen and making definite suggestions as to further strengthening the valuable work now being done by the section chairmen.

Very truly yours,

NATIONAL CANNERS ASSOCIATION,
Washington, D.C.